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U.S. FOOD FAT CONSUMPTION TRENDS

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ECONOMIC RESEARCH SERVICE

U.S. DEPARTMENT OF AGRICULTURE

U.S. FOOD FAT CONSUMPTION TRENDS

by

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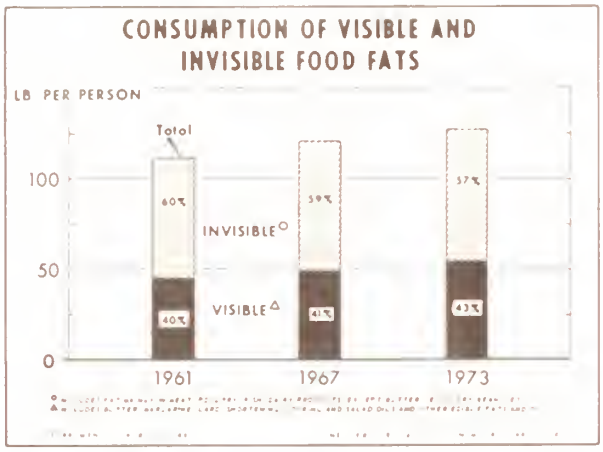
ABSTRACT: U.S. consumption of food fats has increased sharply since the mid-1960's. Increased use of salad and cooking oils, shortening, and margarine has more than offset declines in butter and lard. Soybean oil is extending its lead as the major edible oil and now accounts for nearly three-fifths of all fats and oils going into food products. Apparent consumption of food fats continued at a high level in 1973. Use of visible fats and oils edged up to a record 53½ pounds per person while the invisible forms declined slightly to 72 pounds—chiefly because of the drop in meat consumption.

KEY WORDS: Food fat consumption, fats and oils utilization, nutrient fat, fatty acids.

Americans eat more food fats today despite the attempts by many of us to cut down. Annual consumption of food fats (both visible and invisible) rose from around 114 pounds per person in 1961 to about 127 pounds in 1971 and 1972, a rise of more than 10%. Consumption declined to 125 pounds in 1973, reflecting a 2-pound per capita drop in the invisible fats—mainly reflecting reduced meat consumption.

In analyzing the total fat intake by Americans it is convenient to divide consumption into the so-called "visible and invisible" categories. And we have been eating more of both. Approximately 90% of the nutrient fat in the U.S. diet is in 3 groups of foods—fats and oils; meat, poultry, fish; and dairy products.

Consumption has gone up for the visible kinds (butter, lard, margarine, shortening, cooking and salad oils, and other edible fats and oils), and in 1973 accounted for about 43% of our total fat intake. For invisible fats (dairy products—other than butter—eggs, animal products, various fruits, vegetables, and cereals) consumption has also increased and comprised 57% of the total last year (table 7).



Use of visible food fats rose from 45 pounds (fat content basis) per person in 1961 to about 53½ pounds in 1973. And major shifts occurred within the visible fat groups. We are now eating more margarine, shortening, cooking and salad oils than in earlier years, but less butter and lard.

Consumption of invisible food fats rose from 69 pounds per person in 1961 to 75 pounds in 1971 before declining to 72 pounds by 1973. Much of the increase occurred in the form of fat in meat, poultry, fish and game, which showed a rise from 39 pounds to about 46 pounds in 1971. The rate fell in 1972, and last year consumption was down to 43 pounds. Fat in dairy products (excluding butter) declined from about 17½ pounds per capita in the early 1960's to 16 pounds in recent years.[1]

Trends in the Energy-Yielding Components of Food

We have been eating more of all 3 kinds of food energy (calories)—protein, fat,

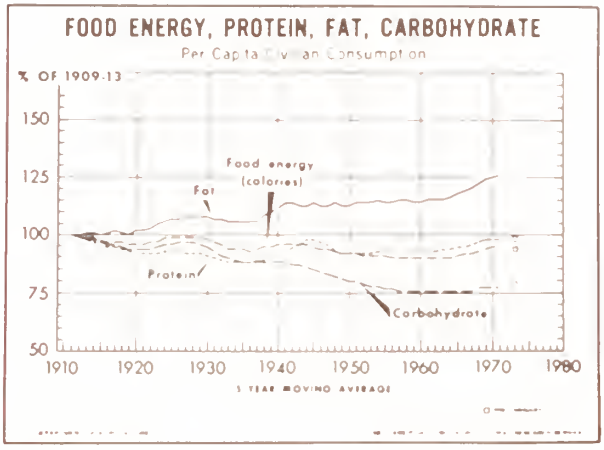
[1]The analysis is based on "disappearance" data as actual consumption data are not available. The Economic Research Service compiles and uses statistics on U.S. food fat production, foreign trade, stocks, and nonfood uses to derive "apparent domestic disappearance." While not a measure of the quantity of fat actually ingested, such estimates are useful for analyzing trends in U.S. consumption.

Table 7.--Civilian consumption of visible and invisible food fats per person, calendar years 1961-73

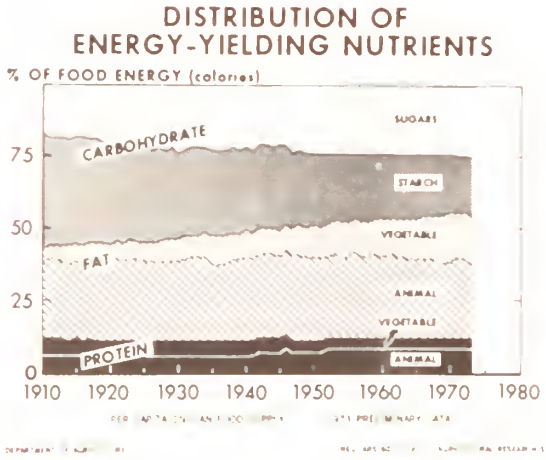
Source by food group	Pounds per person												
	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970	1971	1972	1973 1/	1974
	--Pounds--													
Visible fats 2/														
Butter (fat content)	5.9	5.9	5.5	5.5	5.2	4.6	4.4	4.6	4.4	4.2	4.1	4.0	3.9	
Lard (direct use)	7.7	7.2	6.4	6.3	6.4	5.5	5.4	5.6	5.1	4.7	4.3	3.8	3.4	
Margarine (fat content)	7.6	7.5	7.7	7.8	8.0	8.5	8.4	8.7	8.6	8.9	8.9	9.0	9.0	
Shortening	12.8	13.4	13.5	13.7	14.1	15.9	15.9	16.3	17.1	17.3	16.8	16.7	16.5	
Cooking and salad oils	9.2	11.0	11.1	11.9	12.5	12.7	12.7	13.5	14.4	15.5	15.7	17.2	18.1	
Other edible fats and oils	2.0	.7	2.1	2.3	1.6	2.4	2.5	2.5	2.4	2.7	2.3	2.4	2.4	
Total visible fats	45.1	45.7	46.3	47.6	47.8	49.7	49.4	51.2	51.9	53.3	52.1	53.2	53.4	
Invisible fats														
Dairy products, excluding butter	17.3	17.4	17.1	17.1	17.0	16.8	16.3	16.3	16.1	15.9	15.8	16.0	16.2	
Eggs	4.2	4.2	4.1	4.1	4.1	4.1	4.2	4.2	4.1	4.1	4.1	4.0	3.8	
Meat, poultry, game, and fish	38.7	39.2	40.8	41.5	39.1	39.7	42.2	43.3	43.1	44.0	46.2	44.8	42.8	
Dry beans, peas, nuts, soya flour and cocoa	5.7	5.2	5.8	5.7	5.9	5.8	6.0	6.2	5.9	6.0	6.1	6.3	6.2	
All fruits and vegetables	1.1	1.0	1.0	1.0	1.0	1.1	1.0	1.0	1.1	1.1	1.0	1.1	1.1	
Grain products	1.8	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	
Total invisible fats	68.8	68.8	70.6	71.1	68.9	69.1	71.4	72.7	72.0	72.8	74.9	73.9	71.8	
Total visible and invisible fats and oils	113.9	114.5	116.9	118.7	116.7	118.8	120.8	123.9	123.9	126.2	127.1	127.2	125.2	
	Percentage distribution													
	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970	1971	1972	1973 1/	1974
	--Percent--													
Visible fats 2/														
Butter (fat content)	5.2	5.2	4.7	4.6	4.5	3.9	3.6	3.7	3.6	3.3	3.2	3.1	3.1	
Lard (direct use)	6.8	6.3	5.5	5.3	5.5	4.6	4.5	4.5	4.1	3.7	3.4	3.0	2.7	
Margarine (fat content)	6.7	6.6	6.6	6.6	6.8	7.2	7.0	7.0	6.9	7.1	7.0	7.1	7.2	
Shortening	11.2	11.7	11.5	11.5	12.1	13.4	13.2	13.2	13.8	13.7	13.2	13.1	13.2	
Cooking and salad oils	8.1	9.6	9.5	10.0	10.7	10.7	10.5	10.9	11.6	12.3	12.4	13.5	14.5	
Other edible fats and oils	1.8	.6	1.8	1.9	1.4	2.0	2.1	2.0	1.9	2.1	1.8	1.9	1.9	
Total visible fats	39.6	39.9	39.6	40.1	41.0	41.8	40.9	41.3	41.9	42.2	41.1	41.9	42.7	
Invisible fats														
Dairy products, excluding butter	15.2	15.2	14.6	14.4	14.6	14.1	13.5	13.2	13.0	12.6	12.4	12.6	12.9	
Eggs	3.7	3.7	3.5	3.5	3.5	3.5	3.5	3.4	3.3	3.2	3.2	3.1	3.0	
Meat, poultry, game, and fish	34.0	34.2	34.9	35.0	33.5	33.4	34.9	34.9	34.8	34.9	36.3	35.2	34.2	
Dry beans, peas, nuts, soya flour and cocoa	5.0	4.5	5.0	4.8	5.1	4.9	5.0	5.0	4.8	4.8	4.8	5.0	5.0	
All fruits and vegetables	1.0	.9	.9	.8	.9	.9	.8	.8	.9	.9	.8	.9	.9	
Grain products	1.6	1.5	1.5	1.4	1.5	1.4	1.4	1.4	1.4	1.3	1.3	1.3	1.4	
Total invisible fats	60.4	60.1	60.4	59.9	59.0	58.2	59.1	58.7	58.1	57.8	58.9	58.1	57.3	
Total visible and invisible fats and oils	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	

1/Preliminary. 2/Visible fats are those identifiable as such, at the first stage in marketing channels. Items other than visible fats and dairy products based on data of the Consumer and Food Economics Institute, ARS.

carbohydrate—during the past decade.[2] Protein and nutrient fat levels in our diets are near record highs. A continued increase in consumption of beef and salad and cooking oils in the 1970's mainly accounts for the higher levels of fat. Larger beef consumption accounts for more protein. Prior to the mid-1960's, the levels of these nutrients had held fairly stable for over a decade. The upturn in carbohydrate is slight, but signals a rise in use of sugars and sirup together with a leveling out in the downtrend in consumption of grain products, potatoes, and sweetpotatoes.



More food energy is now available in the Nation's food supply. Food energy in 1973 totaled an estimated 3,290 calories per capita per day—protein 100 grams, fat 156 grams, and carbohydrate 382 grams (table 8). Total food energy last year was 105% of the early 1960's level; protein was 106%, fat 110%, and carbohydrate 102%. Carbohydrate accounts for 46% of total food energy, fat for 42%, and protein 12%.

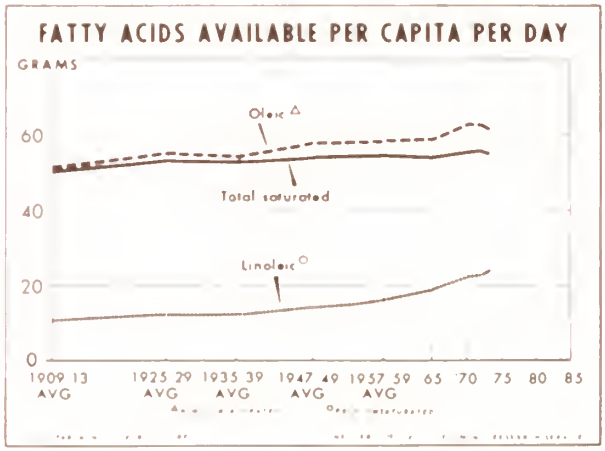


Fat is the most concentrated source of food energy. It supplies 9 calories per gram; protein and carbohydrate supply 4 calories per gram.

The large increase of nutrient fat in the U.S. food supply is mainly in the use of more vegetable oils. The per capita amount provided by animal fats has declined because sharp drops in butter and lard use were only partly offset by the increases in fat associated with a greater consumption of meats. Despite the decrease in consumption of animal fats, the proportion of total calories provided by such fats remains about one-fourth. Although calories from vegetable fats have increased, animal products still account for the largest share of the calories provided by fat.

Shifts in Fatty Acid Content of Food Supply

Changes in sources and increased amounts of fat in the U.S. diet have modified the fatty acid content of our food supply. Fats are classified as saturated or unsaturated depending on the kind of fatty acids present. The amount of total saturated fatty acids available per capita per day in 1973 was one-tenth higher than in 1909-13. However, they accounted for a smaller proportion of the total fat than at the beginning of the century—35% compared with 40%.[3]



Greater increases have taken place for oleic acid, a mono-unsaturated fatty acid, and for linoleic acid, a poly-unsaturated fatty acid. The amount of oleic acid in 1973 was one-fifth higher than in 1909-13. It continues to account for about 40% of the total fat. The amount of linoleic acid has more than doubled. Also, it now accounts for 16% of the total fat compared with 8% in 1909-13. The large increase in linoleic acid

[2] "Nutrient Review" by Berta Friend, Consumer and Food Economics Institute, ARS, *National Food Situation*, NFS-142, November 1972.

[3] "Nutritional Review" by Berta Friend, Consumer and Food Economics Institute, ARS, *National Food Situation*, November 1970.

Table 8.--Food nutrients: Quantities available for consumption per capita per day, United States, 1950-73 1/

Calendar year	Food energy	Protein	Fat	Carbo-hydrate	Calcium	Phos-phorus	Iron 2/	Vitamin A value 3/	Thiamin 2/	Ribo-flavin 2/	Niacin 2/	Ascorbic acid 4/
	Calories	Grams	Grams	Grams	Grams	Grams	Milli-grams	Inter-national units	Milligrams	Milligrams	Milligrams	Milligrams
1950	3,260	94	145	402	0.99	1.53	16.5	8,400	1.90	2.29	20.2	105
1951	3,160	93	139	391	.98	1.51	16.1	8,000	1.90	2.27	19.9	107
1952	3,190	94	143	389	1.00	1.53	16.2	8,000	1.90	2.31	20.1	105
1953	3,170	95	142	386	.98	1.52	16.3	8,100	1.85	2.30	20.5	106
1954	3,150	94	142	380	.98	1.51	16.0	8,000	1.81	2.28	20.1	105
1955	3,180	95	146	378	1.00	1.53	16.2	8,200	1.87	2.31	20.3	106
1956	3,180	96	146	378	.99	1.54	16.4	8,200	1.87	2.32	20.7	105
1957	3,110	95	141	372	.98	1.52	16.1	8,100	1.83	2.29	20.5	107
1958	3,120	94	142	375	.97	1.50	16.1	8,000	1.82	2.27	20.5	102
1959	3,170	95	147	376	.98	1.52	16.2	8,100	1.88	2.29	20.8	106
1960	3,140	95	143	375	.97	1.51	16.3	8,000	1.85	2.28	20.8	108
1961	3,120	95	142	374	.96	1.50	16.4	7,800	1.84	2.26	20.9	107
1962	3,120	94	142	373	.96	1.49	16.5	7,800	1.86	2.27	21.1	107
1963	3,140	96	145	371	.96	1.50	16.6	7,800	1.87	2.28	21.5	101
1964	3,180	97	147	374	.96	1.51	16.8	7,700	1.87	2.29	21.7	100
1965	3,140	96	145	371	.95	1.50	16.6	7,700	1.81	2.27	21.5	100
1966	3,170	97	147	371	.95	1.50	16.5	7,800	1.80	2.29	21.6	102
1967	3,210	98	150	373	.94	1.52	17.2	7,900	1.91	2.33	22.4	108
1968	3,260	99	154	378	.95	1.53	17.4	8,100	1.91	2.35	22.7	109
1969	3,280	100	154	381	.94	1.53	17.6	8,100	1.93	2.35	22.8	111
1970	3,300	100	157	380	.93	1.52	17.8	8,200	1.93	2.35	23.1	114
1971	3,320	101	158	380	.94	1.53	17.9	8,200	1.97	2.37	23.3	115
1972	3,320	101	158	381	.94	1.53	18.0	8,100	1.93	2.35	23.3	115
1973 5/	3,290	100	156	382	.95	1.53	17.7	8,100	1.90	2.35	23.0	117
1974												

1/Quantities of nutrients computed by Agricultural Research Service, Consumer and Food Economics Institute, on the basis of estimates of per capita food consumption (retail weight), including estimates of produce of home gardens, prepared by the Economic Research Service. No deduction has been made in nutrient estimates for loss or waste of food in the home, use for pet food, or for destruction or loss of nutrients during the preparation of food. Civilian only.

2/Includes estimates of quantities added to flour and cereal products.

3/Includes estimates of quantities added primarily to margarine and to milk of all types and milk extenders.

4/Includes estimates of quantities added primarily to fruit juices and drinks, flavored beverages and dessert powders, milk extenders and cereals.

5/Preliminary.

SOURCE: Consumer and Food Economics Institute, ARS.

reflects the marked increase in use of salad and cooking oils.

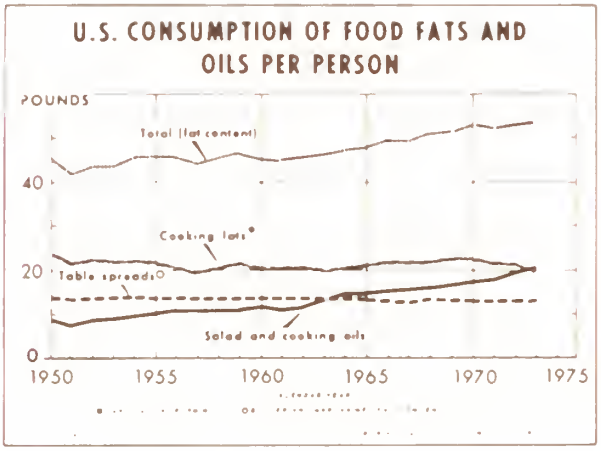
Estimates for total saturated fatty acids, oleic and linoleic acids, are given below.

The remainder of this paper will be concerned only with the trends in the consumption of visible (separated) food fats, 1950-73.

Food Fat Use Per Person Rising

The U.S. market for food fats and oils has expanded sharply during the past 2 decades. And dramatic changes have occurred in the structure of the food fat economy. There has been a distinct trend away from solid fats to liquid oils and from animal fats to vegetable oils. Edible vegetable oils have benefited most, garnering an ever-larger share of the growing market for fats and oils.

Consumption of food fats and oils has increased over the past 20 years—from an annual average of around 44 pounds per person (fat content basis) to about 53½ pounds. The gain has occurred largely since the mid-1960's (table 9).



Substitution has continually taken place not only among the 3 major food fat product groups—table spreads (butter and margarine), cooking fats (lard and shortening), and salad and cooking oils—but also among products within each group. Increased use of salad and cooking oils, shortening and margarine has more than offset declines in butter and lard.

Greater consumption of food fats partly reflects the changing eating habits of Americans—in time, place, and frequency of eating. Convenience and snack foods have risen sharply in popularity. This is related to the rising proportion of young people in the population, with more money to spend and more time. Similar growth has occurred in the fast-food enterprise, including hamburger and french fry franchises, and the chicken and fish carryouts. The recent slowdown in economic activity with increased unemployment apparently has not affected the demand for food fats and oils.

Soybean oil has emerged as the leading vegetable oil in the U.S. food fat economy—now accounting for well over half of all fats and oils going into food products. Soybean oil's growth has more than offset the decline in cottonseed oil, once the major edible oil produced and consumed in this country. Imported oils have also been an important source of supply. Before World War II the United States was a net importer of fats and oils.[4]

Economists usually analyze food fat consumption patterns from 2 aspects—the contribution of each fat or oil to the total fat consumed as such in the United States and also the amount of each that goes into the

[4]See "World Oil and Protein Meal Situation" by George W. Kromer, Chapter 18, *Soybeans: Improvement, Production, and Uses*, published by the American Society of Agronomy, 1973.

Fatty acids available per capita per day

Year	Fatty acids: Total saturated	Fatty acids: Unsaturated[1] Oleic acid	Fatty acids: Unsaturated[1] Linoleic acid	Total nutrient fat	Share of total fat from fatty acids: Total saturated	Share of total fat from fatty acids: Oleic acid	Share of total fat from fatty acids: Linoleic acid
	Grams	*Grams*	*Grams*	*Grams*	*Percent*	*Percent*	*Percent*
1909-13	50.3	51.5	10.7	125.2	40.2	41.1	8.5
1925-29	53.3	55.2	12.5	134.6	39.6	41.0	9.3
1935-39	52.9	54.5	12.7	133.0	39.8	41.0	9.5
1947-49	54.4	58.0	14.8	141.1	38.6	41.1	10.5
1957-59	54.7	58.2	16.6	143.2	38.2	40.6	11.6
1965	53.9	58.8	19.1	144.8	37.2	40.6	13.2
1970	55.9	63.1	23.3	156.8	35.7	40.2	14.9
1972	56.4	63.0	23.8	158.0	35.7	39.9	15.1
1973[2]	55.2	61.7	24.1	155.6	35.5	39.7	15.5

[1] Major unsaturated fatty acids. Oleic is mono-unsaturated and linoleic is poly-unsaturated. [2] Preliminary.

Source: ARS, Consumer and Food Economics Institute.

Table 9.--Food fats and oils: Per capita consumption, by type of product, 1950-73 1/

Calendar year	Table spreads (product weight)			Cooking fats			Other edible fats and oils (mainly cooking and salad oils)						Total			
							Oil used in							Fat content		
	Butter	Margarine	Total	Lard (direct use) 2/	Short-ening	Total	Mayonnaise and salad dressing	Potato chips 3/	Frozen french fries 3/	Mello-rine 3/	Other 4/	Total	Product weight 5/	Animal fats	Vegetable oils	Total
	--Pounds--															
1950	10.7	6.1	16.8	12.6	11.0	23.6	2.6	6/	6/	6/	6.0	8.6	49.1	21.9	24.0	45.9
1951	9.6	6.6	16.2	12.3	9.0	21.3	2.6	6/	6/	6/	5.1	7.7	45.2	22.2	19.9	42.1
1952	8.6	7.9	16.5	11.8	10.2	22.0	2.7	6/	6/	.03	6.0	8.7	47.3	21.3	22.8	44.1
1953	8.5	8.1	16.6	11.4	10.2	21.7	2.7	6/	6/	.06	6.3	9.1	47.2	20.9	23.2	44.1
1954	8.9	8.5	17.4	10.2	11.8	22.0	2.6	6/	6/	.07	6.8	9.5	48.8	19.7	25.8	45.5
1955	9.0	8.2	17.2	10.1	11.5	21.6	2.9	6/	6/	.07	7.5	10.5	49.2	20.9	25.0	45.9
1956	8.7	8.2	16.9	9.8	10.9	20.7	3.0	1.0	.08	.07	6.8	10.9	48.5	21.4	23.8	45.2
1957	8.4	8.6	17.0	9.4	10.4	19.8	3.2	1.2	.08	.07	6.2	10.8	47.6	20.2	24.2	44.4
1958	8.3	9.0	17.3	9.6	11.3	20.9	3.3	1.1	.14	.08	5.9	10.5	48.7	20.1	25.2	45.3
1959	7.9	9.2	17.1	8.8	12.6	21.4	3.5	1.3	.16	.09	6.0	11.1	49.6	20.0	26.2	46.2
1960	7.5	9.4	16.9	7.6	12.6	20.2	3.5	1.3	.24	.09	6.5	11.5	48.5	18.5	26.7	45.3
1961	7.4	9.4	16.8	7.7	12.8	20.5	3.5	1.4	.28	.10	5.9	11.2	48.4	19.4	25.7	45.1
1962	7.3	9.3	16.6	7.2	13.4	20.5	3.5	1.5	.28	.10	6.3	11.7	49.0	18.7	27.0	45.7
1963	6.9	9.6	16.5	6.4	13.5	19.9	3.9	1.6	.34	.10	7.2	13.2	49.5	18.2	28.1	46.3
1964	6.9	9.7	16.6	6.3	13.7	20.0	3.9	1.7	.34	.10	8.4	14.2	50.8	17.3	30.3	47.6
1965	6.4	9.9	16.3	6.4	14.1	20.5	4.1	1.8	.52	.10	7.7	14.1	50.9	17.2	30.6	47.8
1966	5.7	10.5	16.2	5.5	15.9	21.4	4.3	1.9	.54	.10	8.3	15.1	52.9	15.9	33.8	49.7
1967	5.5	10.5	16.0	5.4	15.9	21.3	4.4	1.9	.53	.10	8.1	15.2	52.5	16.2	33.2	49.4
1968	5.7	10.8	16.5	5.6	16.3	21.9	4.6	1.9	.55	.10	8.9	16.0	54.4	16.7	34.5	51.2
1969	5.4	10.8	16.2	5.1	17.1	22.2	4.8	2.0	.61	.10	9.2	16.8	55.1	14.9	37.0	51.9
1970	5.3	11.0	16.3	4.7	17.3	22.0	5.0	2.1	.65	.10	10.3	18.2	56.5	14.1	39.2	53.3
1971	5.1	11.1	16.2	4.3	16.8	21.1	5.3	2.0	.87	.09	9.7	18.0	55.4	13.5	38.6	52.1
1972	5.0	11.3	16.3	3.8	16.7	20.5	5.5	1.9	.91	.08	11.2	19.6	56.4	13.1	40.1	53.2
1973 7/	4.8	11.3	16.1	3.4	16.5	19.9	5.7	2.2	.96	.07	11.5	20.5	56.6	11.8	41.6	53.4
1974																

1/Civilian consumption only.

2/Excludes use in margarine, shortening, and nonfood products.

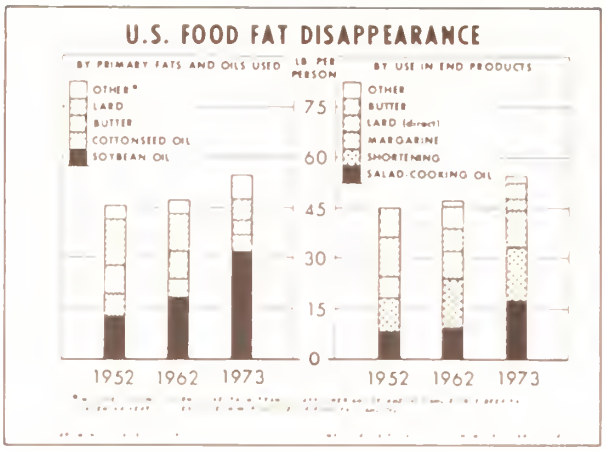
3/Estimated from data on production of item.

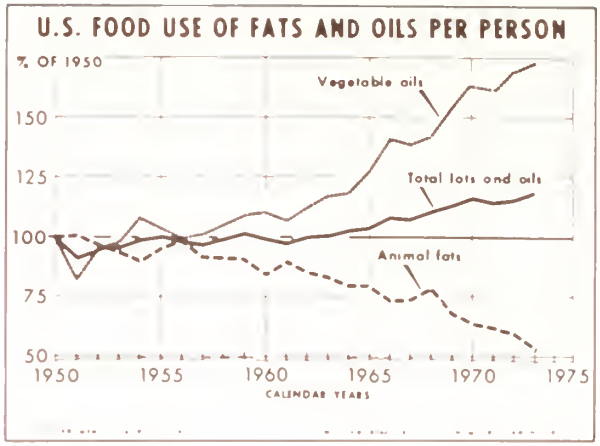
4/Computed as a residual. Includes retail trade and use of oil in commercial frying, roasting, bakery and other products including confectionery fats, toppings, milk fillings, and other specialty fats.

5/Table spreads and cooking fats plus oil content of other edible fats and oils.

6/Not available.

7/Preliminary.

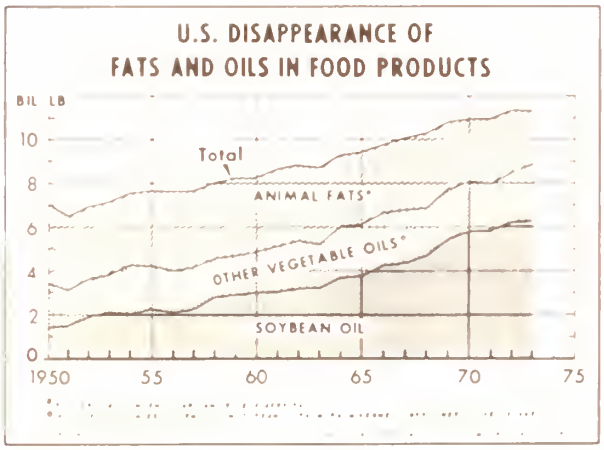




various food fat products. I will follow this technique, first considering the trends for the primary fats and oils relative to aggregate consumption patterns.

Edible Oil Use Rises; Animal Fats Decline

Domestic disappearance of primary fats and oils in food products rose from around 6½ billion pounds in the early 1950's to roughly 11½ billion last year—an increase of some 75% (table 10). Distribution patterns changed significantly among the various types of fats and oils utilized.



Twenty years ago, the food fat market was split approximately equally between animal fats (lard, butter, and edible beef fats) and edible vegetable oils. In 1973, however, edible vegetable oils accounted for about four-fifths and animal fats only one-fifth. On a per capita basis, edible vegetable oil consumption jumped during the past 2 decades—from 22 pounds to over 42 pounds. Meanwhile, animal fat use fell from 22 to 11 pounds.

Edible vegetable oils became dominant mainly because of (1) sharp growth in output of soybean oil at competitive price levels; (2) increased hydrogenation processing which made possible the manufacture of shortenings entirely from vegetable oils; (3) consumer shifts from butter to lower-priced vegetable oil margarines; (4) trends of diet-and-cholesterol-conscious consumers toward liquid (unsaturated) oils and away from solid (saturated) fats. The edible oil industry has met the challenge for unsaturated fats by producing more vegetable oil shortening, salad and cooking oils, "soft" margarines, and by using more edible oil in commercial food preparations.

Soybean Oil Dominates Market

Soybean oil used in food fat products domestically expanded from around 1.5 billion pounds in the early 1950's to 6.3 billion in 1973. Two decades ago, soybean oil and cottonseed oil each accounted for a fifth of all food fats and oils utilized. Lard was in first place with a third of the market. Then soybean oil usage moved up swiftly, and in 1973 accounted for 56% of a 75% larger food fat market.

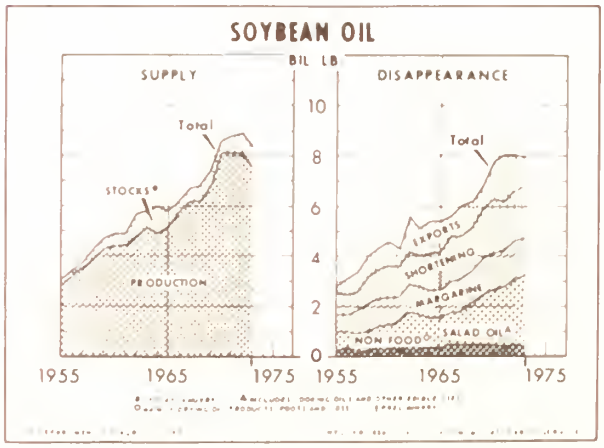


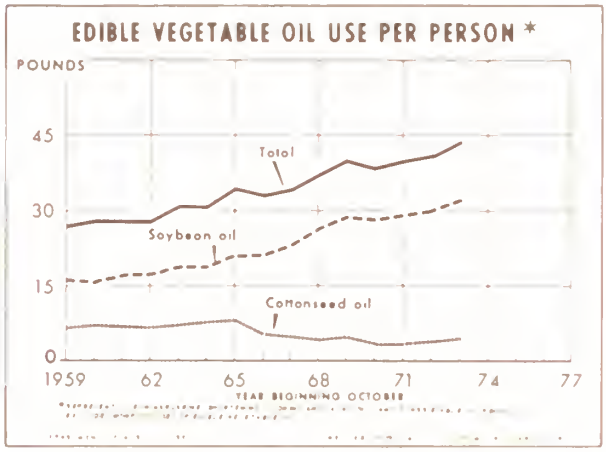
Table 10.--U.S. domestic disappearance of fats and oils in food products, by type of fat or oil, total and per capita, 1950-73 1/

Calendar year	Vegetable oil: Soybean	Cottonseed	Corn	Coconut	Peanut	Palm	Palm kernel	Safflower	Olive	Sesame	Total vegetable oils	Animal fat: Butter 2/	Lard	Beef fats	Total animal fats	Fats and oils used in food products for domestic consumption: Total 3/	Per capita	U.S. population 4/
	Total Million pounds																Pounds	Million
1950	1,446	1,445	223	129	103	---	.6	---	79	4	3,455	1,327	2,050	156	3,533	6,988	45.9	152.3
1951	1,536	1,043	211	142	114	---	11	---	40	5/	3,097	1,205	2,059	131	3,395	6,492	41.6	154.9
1952	1,911	1,218	201	191	84	1	11	---	46	5/	3,663	1,090	2,054	144	3,288	6,951	44.1	157.6
1953	2,128	1,148	235	183	47	1	20	---	45	5/	3,807	1,104	2,007	187	3,298	7,105	44.4	160.2
1954	2,002	1,725	232	204	57	16	32	---	61	5/	4,329	1,187	1,776	230	3,193	7,522	46.1	163.0
1955	2,309	1,341	233	194	48	---	36	---	52	1	4,214	1,237	1,986	239	3,462	7,676	46.3	165.9
1956	2,155	1,252	254	226	66	---	42	---	45	5/	4,040	1,231	2,113	276	3,620	7,660	45.4	168.9
1957	2,296	1,223	272	233	66	---	47	---	49	1	4,186	1,176	1,990	302	3,468	7,654	44.5	172.0
1958	2,824	1,028	269	253	62	---	47	---	53	1	4,537	1,182	1,974	308	3,464	8,001	45.7	174.9
1959	2,912	1,064	309	180	81	3	49	---	54	5/	4,652	1,145	2,065	315	3,525	8,177	46.0	177.8
1960	3,011	1,225	310	172	62	1	53	---	51	1	4,886	1,113	1,889	328	3,330	8,216	45.5	180.7
1961	3,041	1,276	326	206	94	30	59	---	59	1	5,092	1,112	1,998	424	3,534	8,626	47.0	183.7
1962	3,275	1,239	343	267	62	29	70	40	58	1	5,384	1,131	1,959	407	3,497	8,881	47.6	186.5
1963	3,258	1,169	351	224	69	17	69	52	33	1	5,243	1,083	1,871	510	3,464	8,707	46.0	189.2
1964	3,739	1,348	412	254	58	11	67	38	67	1	5,995	1,097	1,704	538	3,339	9,334	48.7	191.8
1965	3,750	1,410	427	272	70	13	80	51	44	1	6,118	1,040	1,772	529	3,334	9,459	48.6	194.2
1966	4,296	1,217	396	346	144	52	65	84	49	1	6,650	911	1,645	533	3,089	9,739	49.6	196.5
1967	4,365	1,076	403	361	173	62	108	158	56	2	6,764	1,881	1,757	545	3,183	9,946	50.1	198.6
1968	4,734	981	404	368	200	77	98	69	63	1	6,995	957	1,861	549	3,367	10,362	51.7	200.6
1969	5,486	958	391	401	148	128	93	123	58	2	7,788	912	1,574	519	3,005	10,793	53.3	202.6
1970	5,843	974	414	343	153	113	78	80	62	2	8,062	888	1,456	533	2,877	10,939	53.4	204.8
1971	5,816	721	392	457	183	194	82	115	62	2	8,024	860	1,559	530	2,949	10,973	53.0	207.0
1972	6,206	703	463	411	179	331	68	111	67	2	8,541	843	1,355	623	2,821	11,362	54.4	208.8
1973 7/	6,303	902	463	448	147	391	106	100	60	2	8,922	814	1,118	452	2,384	11,306	53.7	210.4
1974																		
	Per capita Pounds																Percent distribution: Vegetable oils	Animal fats
1950	9.5	9.5	1.5	0.8	0.7	---	0.2	---	0.5	6/	22.7	8.7	13.5	1.0	23.2	45.9	49	51
1951	9.9	6.7	1.4	.9	.7	---	6/	---	.3	6/	20.0	7.8	13.3	.8	21.9	41.9	48	52
1952	12.1	7.7	1.3	1.2	.5	6/	.1	---	.3	6/	23.2	7.6	13.1	.8	20.9	44.1	53	47
1953	13.3	7.2	1.5	1.1	.3	6/	.1	---	.3	6/	23.8	6.9	12.5	1.2	20.6	44.4	54	46
1954	12.3	10.6	1.4	1.3	.3	0.1	.2	---	.4	6/	26.6	7.3	10.9	1.4	19.6	46.1	58	42
1955	13.9	8.1	1.4	1.2	.3	---	.2	---	.3	6/	25.4	7.5	12.0	1.4	20.9	46.3	55	45
1956	12.8	7.4	1.5	1.3	.4	---	.2	---	.3	6/	23.9	7.3	12.5	1.6	21.4	45.4	53	47
1957	13.3	7.1	1.6	1.4	.4	---	.3	---	.3	6/	24.3	6.8	11.6	1.8	20.2	44.5	55	45
1958	16.1	5.9	1.5	1.4	.4	---	.3	---	.3	6/	25.9	6.8	11.3	1.8	19.8	45.7	57	43
1959	16.4	6.0	1.7	1.0	.5	6/	.3	---	.3	6/	26.2	6.4	11.6	1.8	19.8	46.0	57	43
1960	16.7	6.8	1.7	1.0	.3	6/	.3	---	.3	6/	27.0	6.2	10.5	1.8	18.4	45.5	59	41
1961	16.6	6.9	1.8	1.1	.5	.2	.3	---	.3	6/	27.7	6.1	10.9	2.3	19.2	47.0	59	41
1962	17.6	6.6	1.8	1.4	.3	.2	.4	.2	.3	6/	28.8	6.1	10.5	2.2	18.7	47.6	61	39
1963	17.2	6.2	1.9	1.3	.3	.1	.4	.2	.2	6/	27.7	5.7	9.9	2.7	18.3	46.0	60	40
1964	19.5	7.0	2.1	1.3	.3	.1	.3	.2	.3	6/	31.2	5.7	8.9	2.8	17.4	48.7	64	36
1965	19.3	7.2	2.2	1.4	.4	.1	.4	.3	.2	6/	31.4	5.3	9.1	2.7	17.1	48.6	65	35
1966	21.9	6.2	2.0	1.8	.7	.3	.3	.4	.2	6/	33.8	4.6	8.4	2.7	15.7	49.6	68	32
1967	22.0	5.4	2.0	1.8	.9	.3	.5	.8	.3	6/	34.0	4.4	8.8	2.7	16.0	50.1	68	32
1968	23.6	4.9	2.0	1.8	1.0	.4	.5	.3	.3	6/	34.8	4.8	9.2	2.7	16.7	51.7	68	32
1969	27.1	4.7	1.9	2.0	.7	.6	.5	.6	.3	6/	38.3	4.5	7.7	2.6	14.8	53.3	72	28
1970	28.5	4.7	2.0	1.7	.7	.5	.4	.4	.3	6/	39.2	4.3	7.1	2.6	14.0	53.4	74	26
1971	28.1	3.5	1.9	2.2	.9	.9	.4	.6	.3	6/	38.8	4.1	7.6	2.6	14.3	53.0	73	27
1972	29.7	3.4	2.2	2.0	.9	1.6	.3	.5	.3	6/	40.9	4.0	6.5	3.0	13.5	54.4	75	25
1973 7/	30.0	4.3	2.2	2.1	.7	1.8	.5	.5	.3	6/	42.4	3.9	5.3	2.1	11.3	53.7	79	21
1974																		

1/Includes disappearance into products for both civilian and military consumption. Data not adjusted for changes in finished product stocks and excludes exports. 2/Fat content of butter which averages 80.5% of total weight. 3/Includes butter on fat content basis. 4/Total population (50 States) including armed forces overseas as of July 1 each year. 5/Less than 500,000 pounds. 6/Less than 0.1 pounds. 7/Preliminary.

Soybean oil has prospered, since producers have responded directly to expanding demand for soybean oil and meal. In contrast, cottonseed oil and lard are unresponsive to demand and price changes since they are byproducts of the cotton and hog industries. Butter output is affected by the supply of milk and the use of milk in other dairy products.

Soybean oil's dominance is even more striking when edible vegetable oils are analyzed as a group. During 1950-73, soybean oil's share gained from about 42% to over 70% of the edible oils. With the declining market for cotton, cottonseed oil fell from 42% to 10%. Use of corn, coconut, peanut, palm, and safflower oils trended upward but their shares remained small.



In 1973, soybean oil accounted for 79% of the fats and oils going into the manufacture of margarine, 73% of those utilized in salad and cooking oils, and 58% of the fats and oils used in shortenings (table 11).

Consumption Trends of Products

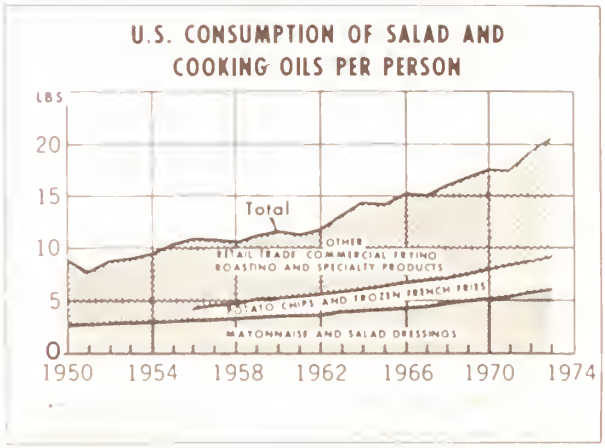
Now we will focus on the changing consumption pattern of food fat products. Today's consumers can choose from a wide variety of products based on edible fats and oils. Butter, margarine, lard, shortening, salad and cooking oils, mayonnaise, and a host of salad dressings—French dressing, Italian, and other specialty salad dressings—are some products that are either based wholly on fats and oils or contain them as a principal ingredient. Many of these products are also sold commercially to bakeries, food processors, institutions, and restaurants.

During 1950-73, the most significant development was the continuing trend toward use of products prepared from vegetable oils and away from those prepared from animal fats. Butterfat consumed as butter and the direct use of lard decline steadily. Salad and cooking oils showed sharp gains. And so did margarines and shortenings, produced principally from vegetable oils.

The trend toward the more extensive use of edible vegetable oils, coupled with manufacturers' efforts to increase output of unsaturated products, undoubtedly resulted in an increase in the ratio of unsaturated to saturated fatty acids in the U.S. diet.

Major Shift to Salad and Cooking Oils

Salad and cooking oils have led the increase in U.S. consumption of food fat products, the volume tripling from around 1.2 billion pounds per year in the early 1950's to 3.8 billion pounds in 1973 (table 12). The growth pattern was fairly steady until the mid-1960's, then it rose precipitously. On a per capita basis, usage during 1950-73 rose from around 7 pounds to a record 18 pounds.



This sharp uptrend reflects increased use of liquid edible oils as such by the retail trade, along with the growing use of vegetable oils in commercial frying, roasting, and production of prepared foods—such as mayonnaise, salad dressings, potato chips, frozen french fries, fried snack foods, mellorine, bakery food mixes, confectionery fats, toppings, milk fillings, and other specialty fats. In 1973, salad and cooking oils comprised one-third of the total food fats and oils consumed in the United States compared with less than one-fifth some 20 years earlier.

Salad and cooking oils are made from vegetable oils that are usually refined, bleached, deodorized, and sometimes lightly hydrogenated. Soybean oil is the leading oil sold in this form, and its lead is increasing. It accounted for a fourth of all oils used in salad and cooking oils in 1950, but about three-fourths in 1973 (tables 13). Cottonseed oil usage slipped from around 40% to 15%. Corn, peanut, safflower and olive oils are also used but their share of the total market showed little change.

See table 14 for the major fatty acid composition of salad and cooking oils and other commonly used sources of fat.

Table 11.--Fats and oils used in manufacture of food products, by product, and fat or oil, 1953-73

Calendar year	Margarine: Soybean oil	Margarine: Cottonseed oil	Margarine: Corn oil	Margarine: Safflower oil	Margarine: All other edible oils 1/	Margarine: Total edible oils	Margarine: Lard and beef fats	Margarine: Vegetable stearine	Margarine: Total fats and oils	Shortening: Soybean oil	Shortening: Cottonseed oil	Shortening: Palm oil	Shortening: Coconut oil	Shortening: All other edible oils 2/	Shortening: Total edible oils	Shortening: Lard and beef fats	Shortening: Vegetable stearine and glycerides	Shortening: Total fats and oils
	-- Million pounds --																	
1953	726	275	1	---	14	1,016	21	12	1,049	903	376	---	2	6	1,288	273	117	1,681
1954	665	397	3/	---	10	1,072	17	17	1,106	918	640	---	15	26	1,599	231	138	1,969
1955	746	278	3/	---	13	1,037	22	16	1,075	930	439	---	4	24	1,397	452	139	1,988
1956	752	283	1	---	12	1,048	38	24	1,111	782	323	---	6	16	1,127	600	128	1,855
1957	874	237	3/	---	11	1,122	34	24	1,182	796	272	---	8	13	1,089	602	132	1,824
1958	1,070	145	1	---	10	1,226	24	19	1,269	1,055	239	---	12	10	1,316	570	125	2,011
1959	1,094	124	20	---	10	1,248	44	4/	1,291	1,143	320	---	20	11	1,494	750	4/	2,244
1960	1,105	136	55	---	9	1,305	62		1,367	1,169	365	---	10	9	1,553	748		2,302
1961	1,062	139	89	---	17	1,307	78		1,386	1,160	356	11	26	28	1,581	878		2,459
1962	1,058	106	99	6	46	1,315	80		1,394	1,362	367	16	27	15	1,787	909		2,696
1963	1,049	104	136	22	44	1,365	95		1,451	1,228	330	14	19	14	1,605	1,007		2,611
1964	1,139	101	150	12	21	1,423	77		1,500	1,388	378	11	18	21	1,816	876		2,693
1965	1,112	114	161	10	23	1,420	114		1,535	1,471	403	13	20	17	1,924	844		2,768
1966	1,294	106	157	46	19	1,622	87		1,710	1,734	370	38	38	30	2,210	982		3,192
1967	1,249	78	176	42	24	1,569	135		1,703	1,741	273	61	40	46	2,161	1,082		3,243
1968	1,240	70	179	42	21	1,552	168		1,720	1,842	248	72	41	35	2,238	1,088		3,326
1969	1,333	76	172	43	21	1,645	98		1,744	2,101	248	110	46	42	2,547	958		3,505
1970	1,410	68	185	22	11	1,696	99		1,794	2,182	276	85	45	35	2,623	976		3,599
1971	1,385	63	186	19	9	1,662	168		1,831	2,047	168	175	56	30	2,476	1,037		3,513
1972	1,459	65	194	20	8	1,746	138		1,883	2,043	168	287	77	33	2,608	1,032		3,640
1973 5/	1,490	63	213	32	11	1,809	79		1,888	2,120	180	351	82	45	2,778	860		3,638
1974																		
1975																		

Calendar year	Salad and cooking oils 6/: Soybean oil	Salad and cooking oils 6/: Cottonseed oil	Salad and cooking oils 6/: Corn oil	Salad and cooking oils 6/: Peanut oil	Salad and cooking oils 6/: Safflower oil	Salad and cooking oils 6/: Olive	Salad and cooking oils 6/: All other edible oils	Salad and cooking oils 6/: Total edible oils	Other edible products 7/: Soybean oil	Other edible products 7/: Cottonseed oil	Other edible products 7/: Corn oil	Other edible products 7/: Coconut oil	Other edible products 7/: Palm oil	Other edible products 7/: Palm kernel oil	Other edible products 7/: Peanut oil	Other edible products 7/: Safflower oil	Other edible products 7/: Other	Other edible products 7/: Total other edible products
									-- Million pounds --									
1953									497	497	236	174	---	15	42	---	51	1,512
1954									419	687	231	257	---	28	43	---	61	1,726
1955									633	624	229	186	---	28	41	---	59	1,800
1956									621	647	252	213	---	34	57	---	45	1,869
1957									626	714	267	220	---	42	57	---	53	1,979
1958	8/	8/	8/	8/	8/	8/	8/	8/	699	644	265	237	---	47	53	---	53	1,998
1959	850	650	272	40	---	54	4	1,870	23	14	12	157	3	49	36	---	111	405
1960	887	752	247	28	---	51	1	1,966	27	18	6	158	1	53	28	---	69	360
1961	1,019	818	210	76	---	59	3	2,185	22	10	1	176	4	48	12	---	29	302
1962	1,437	817	210	46	6	58	17	2,591	21	8	11	195	9	22	11	---	6	283
1963	1,317	764	202	55	27	33	1	2,399	16	10	10	201	2	26	8	---	78	351
1964	1,638	906	241	50	20	67	---	2,922	22	12	13	229	---	58	4	---	32	370
1965	1,564	915	239	53	9	44	---	2,824	35	24	11	234	13	67	10	---	4	398
1966	1,860	746	217	115	12	49	5	3,004	47	26	5	284	14	68	8	1	12	465
1967	1,912	625	231	133	42	54	3	3,000	52	25	3	298	1	78	8	10	8	483
1968	2,036	541	242	156	22	63	3	3,063	43	44	8	272	4	90	19	5	5	490
1969	2,244	513	248	124	19	58	2	3,207	35	47	8	273	18	70	9	---	9	470
1970	2,471	527	246	139	12	62	6	3,464	38	52	6	287	14	67	8	4	4	481
1971	2,658	442	193	160	11	62	8	3,534	36	44	7	293	18	65	9	3	5	480
1972	3,041	435	259	148	9	67	24	3,984	26	34	10	306	42	58	9	2	15	502
1973 5/	2,907	586	286	127	14	60	24	4,004	20	25	3	352	21	71	9	1	3	505
1974																		
1975																		

1/ Mainly peanut and coconut oils.
2/ Mainly peanut, corn and palm kernel oils.
3/ Less than 500,000 pounds.
4/ Not reported separately by Census beginning 1959.
5/ Preliminary.
6/ Fully processed liquid vegetable oils. Includes uses in mayonnaise, salad dressings, potato products, bakery products, and in fish canning, etc. Not reported separately prior to 1959; 1953-58 included in "other edible" products. Includes salad and cooking oils processed for export.
7/ Mainly salad and cooking oils prior to 1959. Beginning with 1959 includes all food fats and oils used other than butter, lard, margarine, shortening, and salad and cooking oils.
8/ Not reported separately prior to 1959. Data for 1953-58 included in "other edible" products.

Table 17.—Salad and cooking oils: Supply, disposition, oils utilized and retail price, 1959-73 1/

Calendar year	Supply				Disposition			Oils used in manufacture for domestic use						Retail price per pound
	Production	Imports 2/ (crude)	Stocks Jan. 1	Total	Exports 3/	Domestic use	Total disposition	Soybean 4/	Cottonseed 4/	Corn	Peanut	Safflower	Total 4/	
	--Million pounds--													Cents
1959	1,808	14	[illegible]	1,918	313	1,112	1,565	98	606	[illegible]	40	---	1,501	---
1960	1,913	[illegible]	[illegible]	1,919	[illegible]	1,647	1,939	648	[illegible]	[illegible]	28	---	1,629	---
1961	2,124	29	[illegible]	2,253	[illegible]	1,893	2,342	789	548	210	26	---	1,793	---
1962	2,532	38	[illegible]	2,579	[illegible]	2,343	2,817	1,184	716	200	40	6	2,062	---
1963	2,389	32	[illegible]	2,663	[illegible]	2,583	2,[illegible]	97[illegible]	688	[illegible]	38	[illegible]	1,947	---
1964	2,846	67	1[illegible]	2,[illegible]	[illegible]	[illegible]	2,9[illegible]	1,1[illegible]	781	241	[illegible]	20	2,231	32.0
1965	2,773	44	119	2,936	[illegible]	2,425	2,851	1,226	[illegible]	239	33	9	2,317	34.9
1966	2,947	29	[illegible]	2,98[illegible]	496	2,[illegible]	2,499	1,393	715	217	115	12	2,455	38.6
1967	2,922	[illegible]	61	3,001	[illegible]	2,[illegible]	2,[illegible]	1,[illegible]	[illegible]	[illegible]	131	42	2,480	38.0
1968	2,996	[illegible]	[illegible]	3,119	[illegible]	2,[illegible]	3,[illegible]	1,711	516	242	156	22	2,697	35.4
1969	3,144	18	59	3,281	[illegible]	2,[illegible]	3,[illegible]	1,46[illegible]	471	[illegible]	1[illegible]	19	2,825	34.7
1970	3,389	[illegible]	31	3,[illegible]	[illegible]	3,1[illegible]	3,4[illegible]	2,489	316	[illegible]	139	1[illegible]	3,10[illegible]	[illegible]
1971	3,[illegible]	[illegible]	[illegible]	3,[illegible]	[illegible]	3,[illegible]1	3,[illegible]	2,[illegible]	[illegible]	1[illegible]	1[illegible]	11	3,15[illegible]	42.2
1972	3,[illegible]	67	[illegible]	3,[illegible]	498	3,[illegible]	3,[illegible]	2,67[illegible]	[illegible]	2[illegible]	1[illegible]	[illegible]	3,53[illegible]	42.9
1973 4/	3,[illegible]8	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	2,716	[illegible]	[illegible]	13[illegible]	1[illegible]	3,667	47.0
1974			74											

1/Data not available prior to 1959.

2/Olive oil.

3/Edible oil, other than refined, bleached, and deodorized, and plant oils for industrial use. Includes crude cottonseed.

4/Includes exports. Includes refined, bleached, and deodorized oil and crude cottonseed oil.

5/Preliminary.

Table 18.—Salad and cooking oils: Production, imports, and oils used in manufacture, and domestic consumption, 1959-73 1/

Calendar year	Salad and cooking oils 2/			Total salad and cooking oils used in manufacture 3/	Oils used in manufacture (oil produced by crushing and cooking of seed, nut, or vegetable)								Cooking and salad oil domestic consumption (civilian)	
	Domestic production	Imports	Total		Soybean	Cottonseed	Corn	Peanut	Safflower	Olive	Other	Total	Total	Per capita
	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	P.c.	P.c.	P.c.	P.c.	P.c.	P.c.	P.c.	Mil. lb.	Pounds
1959	1,808	[illegible]	1,8[illegible]	1,8[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	---	[illegible]	[illegible]	1,[illegible]	8.[illegible]
1960	1,915	[illegible]	1,916	1,966	[illegible]	[illegible]	[illegible]	[illegible]	---	[illegible]	[illegible]	1,[illegible]	[illegible]
1961	2,124	[illegible]	2,183	2,189	[illegible]	[illegible]	[illegible]	[illegible]	---	[illegible]	[illegible]	1,661	[illegible]
1962	2,532	38	2,[illegible]	2,591	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	2,621	11.[illegible]
1963	2,389	33	2,[illegible]	2,394	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	2,466	11.1
1964	2,846	67	2,913	2,9[illegible]	[illegible]	[illegible]	8.[illegible]	[illegible]	[illegible]	[illegible]	---	2,[illegible]	11.[illegible]
1965	2,773	44	2,816	2,8[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	---	2,398	[illegible]
1966	2,947	49	2,996	3,[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	2,464	[illegible]
1967	2,922	[illegible]	2,976	3,[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1.[illegible]	[illegible]	[illegible]	2,474	[illegible]
1968	2,996	63	3,059	3,063	66.[illegible]	17.7	7.[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	2,[illegible]	[illegible]
1969	3,144	58	3,202	3,2[illegible]	[illegible]	16.[illegible]	[illegible]	3.8	[illegible]	[illegible]	[illegible]	2,86[illegible]	14.[illegible]
1970	3,389	62	3,451	3,464	71.3	15.[illegible]	7.1	4.[illegible]	[illegible]	1.8	[illegible]	3,12[illegible]	[illegible]
1971	3,5[illegible]	62	3,624	3,534	75.2	12.5	[illegible]	[illegible]	[illegible]	1.8	[illegible]	3,[illegible]	[illegible]
1972	3,9[illegible]	67	3,971	3,984	76.3	11.9	[illegible]	3.[illegible]	[illegible]	1.7	[illegible]	3,[illegible]	[illegible]
1973 4/	3,928	60	3,988	4,0[illegible]	72.6	14.6	7.1	3.[illegible]	[illegible]	1.5	[illegible]	3,771	[illegible]
1974														

1/Data not available prior to 1959.

2/Includes salad and cooking oils processed for export.

3/Olive oil.

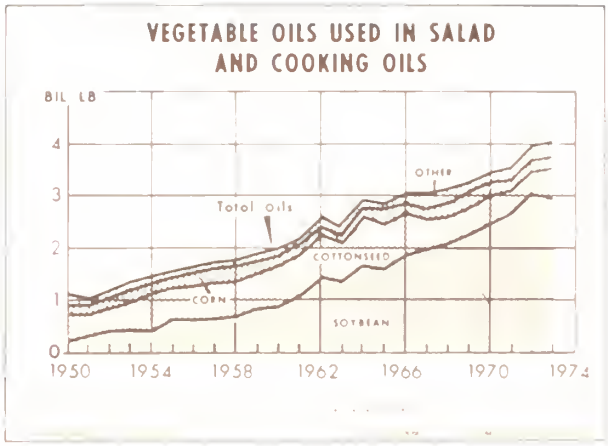
4/Preliminary.

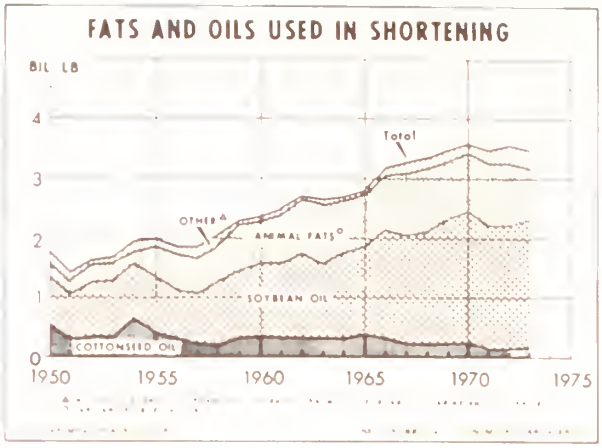
Table 14.--Fat content and major fatty acid composition of selected foods (in decreasing order of linoleic acid content within each group of similar foods)

Food	Total fat	Fatty acids 1/		
		Saturated 2/	Unsaturated	
			Oleic	Linoleic
	Percent	Percent	Percent	Percent
Salad and cooking oils:				
Safflower	100	10	13	74
Sunflower	100	11	14	70
Corn	100	13	26	55
Cottonseed	100	23	17	54
Soybean 3/	100	14	25	50
Sesame	100	14	38	42
Soybean, specially processed	100	11	29	31
Peanut	100	18	47	29
Olive	100	11	76	7
Coconut	100	80	5	1
Vegetable fats-shortening	100	23	23	6-23
Table spreads:				
Margarine, first ingredient on label: 4/,5/:				
Safflower oil (liquid)-tub	80	11	18	48
Corn oil (liquid)-tub	80	14	26	38
Soybean oil (liquid)-tub 6/	80	15	31	33
Corn oil (liquid)-stick	80	15	33	29
Soybean oil (liquid)-stick 6/	80	15	40	25
Cottonseed or soybean oil partially hydrogenated-tub 6/	80	16	52	13
Butter	81	46	27	2
Animal fats:				
Poultry	100	30	40	20
Beef, lamb, pork	100	45	44	2-6
Fish, raw: 6/				
Salmon	9	2	2	4
Tuna	5	2	1	2
Mackerel	13	5	3	4
Herring, Pacific	13	4	2	3
Nuts:				
Walnuts, English	64	4	10	40
Walnuts, black	60	4	21	28
Brazil	67	13	32	17
Peanuts or peanut butter	51	9	25	14
Pecan	65	4-6	33-48	9-24
Egg yolk	31	10	13	2
Avocado	16	3	7	2

1/ Total is not expected to equal "total fat."
2/ Includes fatty acids with chains from 8 through 18 carbon atoms.
3/ Suitable as salad oil.
4/ Mean values of selected samples and may vary with brand name and date of manufacture.
5/ Includes small amounts of mono-unsaturated and di-unsaturated fatty acids that are not oleic or linoleic.
6/ Linoleic acid includes higher polyunsaturated fatty acids.

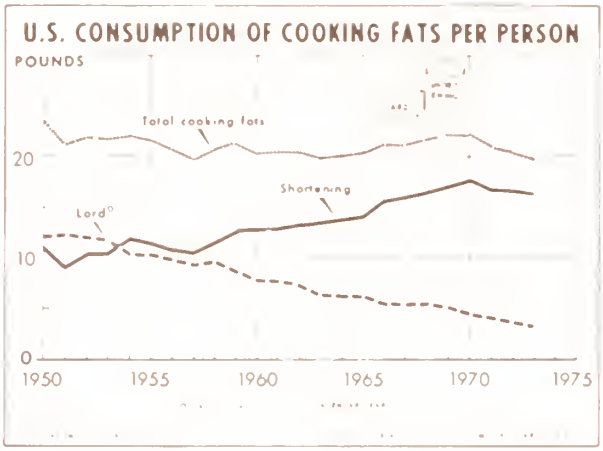
Source: "Fats in Food and Diet," USDA, Agricultural Research Service, Agriculture Information Bulletin No. 361, 1974.





Cooking Fat Use Steady

During the past 2 decades, per capita consumption of cooking fats (direct use of lard plus shortening) held fairly stable, averaging around 20 to 22 pounds annually. However, the direct use of lard (in homes, in bakeries, and commercial and other institutions) trended downward—from 12 pounds in 1950 to 3 pounds in 1973 (table 18). This was about offset by increased consumption of prepared shortenings—from around 10 to 17 pounds. Cooking fats represent about two-fifths of total domestic food fat usage.

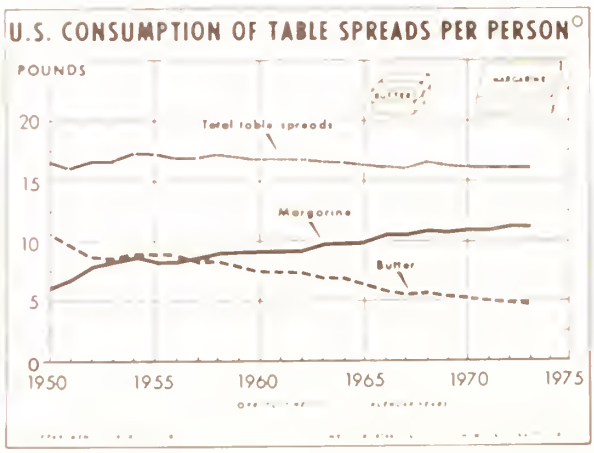


Changes in shortening manufacturing techniques, consumer preferences, and population shift from rural to urban areas have all affected the competitive nature of the cooking fats industry. Some of the lard formerly consumed directly is now being blended with other animal fats and mixtures of animal and vegetable fats in hydrogenated shortenings. In 1973, about three-fourths of the shortenings produced were all vegetable oil and one-fourth all animal fat or blends (tables 15 and 16).

Margarine Gains at Butter's Expense

U.S. consumers have been shifting from butter toward margarine as a table spread for many years. This is attributable to the substantial price difference between the products, improvements in the formulations and qualities of margarine, the repeal of anti-margarine laws, and the need to substitute margarine for butter during World War II. Wholesale butter prices usually have been at least double those for margarine. The dairy price-support program has kept the price of butter at a high level.

During the past 20 years, per capita consumption of table spreads remained relatively steady, averaging 16-17 pounds a year. (This rate represents a fat use of 13 to 14 pounds because the fat content of butter and margarine are roughly 80% of the product weight). These products now comprise about a fourth of total U.S. food fat consumption. Increased use of margarine over the years has about offset the decline in butter (table 17).



Margarine consumption rose steadily from 6 pounds (product weight) per person in 1950 to a new high of over 11 pounds in 1972 and 1973. Margarine

Table 15.--Shortening: Supply, disposition, and price, 1950-73

Calendar year	Supply: Production: 100% vegetable oil	Supply: Production: 100% animal fat or blends	Supply: Production: Total	Supply: Imports	Supply: Stocks, Jan. 1	Supply: Total supply	Disposition: Exports and shipments	Disposition: Domestic disappearance: Military excluding relief	Disposition: Domestic disappearance: Civilian: Total	Disposition: Domestic disappearance: Civilian: Per capita	Price per pound: All vegetable hydrogenated 3 lb. tins Eastern U.S.
	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Mil. lb.	Pounds	Cents
1950	---	---	1,710	1/	82	1,792	13	20	1,656	11.0	27.2
1951	---	---	1,403	1/	104	1,507	13	28	1,365	9.0	33.1
1952	---	---	1,611	1/	101	1,713	10	47	1,562	10.2	26.7
1953	---	---	1,675	---	94	1,768	16	62	1,597	10.2	27.9
1954	---	---	1,961	---	94	2,055	17	45	1,870	11.8	28.3
1955	---	---	1,975	---	120	2,095	42	47	1,863	11.5	27.2
1956	---	---	1,842	---	143	1,985	12	54	1,797	10.9	29.4
1957	---	---	1,808	---	122	1,930	17	37	1,756	10.4	29.8
1958	---	---	2,006	---	120	2,126	33	30	1,935	11.3	27.9
1959	---	---	2,252	---	127	2,380	36	32	2,196	12.6	25.6
1960	---	---	2,313	---	115	2,428	31	39	2,238	12.6	24.8
1961	---	---	2,456	---	120	2,576	2/92	51	2,311	12.8	27.7
1962	---	---	2,689	---	123	2,812	2/139	39	2,469	13.4	25.0
1963	---	---	2,584	---	165	2,749	2/66	39	2,525	13.5	22.3
1964	3/	3/	2,664	---	119	2,783	21	43	2,598	13.7	22.5
1965	1,852	940	2,792	---	121	2,913	45	57	2,695	14.1	26.4
1966	2,113	1,068	3,181	---	117	3,298	41	59	3,079	15.9	27.1
1967	2,077	1,149	3,226	---	119	3,345	39	58	3,108	15.9	26.5
1968	2,139	1,173	3,312	---	139	3,451	44	53	3,211	16.3	25.5
1969	2,318	1,163	3,481	---	143	3,624	32	54	3,398	17.1	25.9
1970	2,411	1,177	3,588	---	139	3,727	37	60	3,496	17.3	29.4
1971	2,329	1,186	3,515	---	128	3,643	30	61	3,429	16.8	32.0
1972	2,439	1,094	3,533	---	127	3,660	33	48	3,451	16.7	31.9
1973 4/	2,506	939	3,445	---	127	3,572	34	20	3,444	16.5	36.5
1974					115						

1/Less than 500,000 pounds.

2/Includes estimates of foreign donations, not reported by Census.

3/Not reported prior to 1965.

4/Preliminary.

Table 16.--Shortening: Production, fats and oils used in manufacture, and domestic consumption, 1950-73

Calendar year	Shortening production	Fats and oils consumed in shortening manufacture: Total fats and oils	Edible vegetable oils (% of total): Soybean	Edible vegetable oils (% of total): Cottonseed	Edible vegetable oils (% of total): Palm	Edible vegetable oils (% of total): Coconut	Edible vegetable oils (% of total): Total 1/	Animal fats (% of total): Lard	Animal fats (% of total): Beef fats	Animal fats (% of total): Total	Shortening domestic consumption (civilian): Total	Shortening domestic consumption (civilian): Per capita
	Mil. lb.	Mil. lb.	Percent	Percent	Pct.	Percent	Percent	Pct.	Percent	Percent	Mil. lb.	Pounds
1950	1,710	1,727	48.7	31.8	---	---	88.0	10.2	1.8	12.0	1,656	11.0
1951	1,403	1,405	52.0	23.8	---	1.4	84.1	14.2	1.7	15.9	1,365	9.0
1952	1,611	1,613	52.8	24.1	---	2.0	83.5	14.4	2.1	16.5	1,562	10.2
1953	1,675	1,681	53.7	22.4	---	.1	83.7	13.5	2.8	16.3	1,597	10.2
1954	1,961	1,969	46.6	32.5	---	.8	88.2	7.2	4.6	11.8	1,870	11.8
1955	1,975	1,988	46.8	22.1	---	.2	77.3	16.8	5.9	22.7	1,863	11.5
1956	1,842	1,855	42.2	17.4	---	.3	67.7	24.7	7.6	32.3	1,797	10.9
1957	1,808	1,824	43.6	14.9	---	.4	66.9	20.6	12.5	33.1	1,756	10.4
1958	2,006	2,011	52.5	11.9	---	.6	71.7	15.8	12.5	28.3	1,935	11.3
1959	2,252	2,244	50.9	14.3	---	.9	66.6	22.0	11.4	33.4	2,196	12.6
1960	2,313	2,302	50.8	15.9	---	.4	67.5	20.9	11.6	32.5	2,238	12.6
1961	2,456	2,459	47.2	14.5	.4	1.1	64.3	21.6	14.1	35.7	2,311	12.8
1962	2,689	2,696	50.5	13.6	.6	1.0	66.3	21.2	12.5	33.7	2,469	13.4
1963	2,584	2,611	47.0	12.6	.5	.7	61.5	22.7	15.8	38.5	2,525	13.5
1964	2,664	2,693	51.5	14.0	.4	.7	67.5	16.5	16.0	32.5	2,598	13.7
1965	2,792	2,768	53.1	14.6	.5	.7	69.5	16.5	14.0	30.5	2,695	14.1
1966	3,181	3,192	54.3	11.6	1.2	1.2	69.2	15.4	15.4	30.8	3,079	15.9
1967	3,226	3,243	53.7	8.4	1.9	1.2	66.6	17.8	15.6	33.4	3,108	15.9
1968	3,312	3,326	55.4	7.5	2.2	1.2	67.3	18.1	14.6	32.7	3,211	16.3
1969	3,481	3,505	59.9	7.1	3.1	1.3	72.6	13.6	13.8	27.4	3,398	17.1
1970	3,588	3,599	60.6	7.7	2.4	1.2	72.9	12.0	15.1	27.1	3,496	17.3
1971	3,515	3,513	58.3	4.8	5.0	1.6	70.5	14.8	14.7	29.5	3,429	16.8
1972	3,533	3,640	56.1	4.6	7.9	2.1	71.6	11.9	16.5	28.4	3,451	16.7
1973 2/	3,445	3,638	58.3	4.9	9.6	2.3	76.4	9.2	14.4	23.6	3,444	16.5
1974												

1/Includes small quantities of peanut oil, corn oil, safflower oil, vegetable stearine and glycerides, not shown separately.

2/Preliminary.

[illegible]

Calendar year	Supply: Production: Creamery	Supply: Production: Farm	Supply: Production: Total	Supply: Imports	Supply: Stocks, Jan. 1	Supply: Total supply	Disposition: Commercial exports	Disposition: Domestic disappearance: Direct use as butter: Total	Disposition: Domestic disappearance: Direct use as butter: Military requirement	Disposition: Domestic disappearance: Direct use as butter: Civilian	Disposition: Domestic disappearance: Civilian per capita	Price per pound: Creamery grade A Chicago
	Million pounds										Pounds	Cents
1950	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1,614	[illegible]	61.7
1951	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	69.2
1952	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	38	1,316	8.6	72.2
1953	[illegible]	[illegible]	[illegible]	[illegible]	81	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	8.5	65.9
1954	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	59.7
1955	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	9.0	57.4
1956	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	8.7	59.2
1957	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	8.4	59.6
1958	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	8.4	58.7
1959	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	59.8
1960	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	59.0
1961	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1962	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	58.6
1963	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	58.2
1964	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	59.1
1965	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	68.2
1966	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	66.6
1967	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	66.7
1968	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	66.4
1969	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	67.6
1970	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	69.4
1971	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	68.4
1972	[illegible]	[illegible]	[illegible]	97	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	68.6
1973 1/	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	796	[illegible]	69.8
1974				[illegible]								

[illegible]

1/Preliminary.

[illegible]

Calendar year	Supply: Production: Creamery	Supply: Production: Farm	Supply: Production: Total	Supply: Imports	Supply: Stocks, Jan. 1	Supply: Total supply	Disposition: Commercial exports	Disposition: Domestic disappearance: Direct use as butter: Total	Disposition: Domestic disappearance: Direct use as butter: Military requirement	Disposition: Domestic disappearance: Direct use as butter: Civilian	Disposition: Domestic disappearance: Civilian per capita	Price per pound: Loose Chicago
	Million pounds										Pounds	Cents
1950	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	11.8
1951	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	10.1
1952	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	9.9
1953	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	11.9
1954	1,837	[illegible]	[illegible]	[illegible]	74	[illegible]	[illegible]	[illegible]	521	[illegible]	[illegible]	15.7
1955	2,140	312	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	10.6
1956	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	904	[illegible]	[illegible]	[illegible]	[illegible]	11.1
1957	[illegible]	287	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1958	1,982	271	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	11.4
1959	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1960	[illegible]	292	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	8.8
1961	2,118	266	[illegible]	[illegible]	94	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1962	[illegible]	261	111	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	8.7
1963	2,117	256	[illegible]	[illegible]	128	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	8.3
1964	2,153	235	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	64	[illegible]	[illegible]	[illegible]	9.7
1965	1,772	208	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	11.7
1966	1,696	[illegible]	[illegible]	1,929	[illegible]	1,991	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	11.2
1967	1,835	209	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	7.8
1968	1,862	[illegible]	[illegible]	2,062	151	2,213	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	6.2
1969	1,755	124	[illegible]	[illegible]	94	1,998	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	9.7
1970	1,776	112	[illegible]	1,913	[illegible]	1,983	366	[illegible]	419	[illegible]	[illegible]	11.6
1971	1,830	106	[illegible]	1,960	82	2,042	[illegible]	[illegible]	345	1,598	[illegible]	10.8
1972	[illegible]	76	18	1,559	[illegible]	1,619	164	[illegible]	189	[illegible]	796	10.4
1973 2/	1,181	55	18	1,254	51	1,305	113	[illegible]	121	[illegible]	[illegible]	19.8
1974					44							

1/Includes imports, which were less than 500,000 pounds in all years except 1952, when 7 million pounds were imported.

2/Preliminary.

Table 19.--Margarine (actual weight): Supply, disposition, and price, 1950-73

Calendar year	Supply: Production: One pound unit: Soft	Supply: Production: One pound unit: Total	Supply: Production: All other units	Supply: Production: Total	Supply: Stocks, Jan. 1	Supply: Total	Disposition: Exports and shipments	Disposition: Domestic disappearance: Military	Disposition: Domestic disappearance: Civilian: Total	Disposition: Domestic disappearance: Civilian: Per capita	Price per pound: Colored, delivered Eastern United States
	--Million pounds--									Pounds	Cents
1950	---	---	---	937	13	950	7	11	918	6.1	---
1951	---	---	---	1,041	14	1,055	6	34	996	6.6	---
1952	---	---	---	1,286	19	1,305	7	54	1,219	7.9	27.1
1953	---	---	---	1,292	25	1,317	9	30	1,256	8.1	27.8
1954	---	---	---	1,364	22	1,386	8	5	1,346	8.5	27.8
1955	---	---	---	1,334	27	1,361	8	6	1,323	8.2	27.3
1956	---	---	---	1,370	24	1,394	9	4	1,354	8.2	28.0
1957	---	1,363	100	1,463	28	1,490	10	8	1,446	8.6	28.0
1958	---	1,464	109	1,573	26	1,599	9	3	1,549	9.0	26.9
1959	---	1,485	126	1,611	38	1,649	10	2	1,604	9.2	25.2
1960	---	1,556	139	1,695	34	1,729	10	11	1,676	9.4	23.8
1961	---	1,583	141	1,724	33	1,756	8	7	1,708	9.4	26.8
1962	---	1,578	148	1,726	33	1,759	9	2	1,709	9.3	25.6
1963	---	1,632	162	1,794	39	1,833	9	2	1,785	9.6	23.8
1964	---	1,679	178	1,857	36	1,893	9	2	1,835	9.7	24.1
1965	---	1,726	178	1,904	48	1,952	8	11	1,891	9.9	26.1
1966	---	1,882	228	2,110	42	2,152	14	46	2,038	10.5	26.6
1967	---	1,859	255	2,114	53	2,167	15	47	2,046	10.5	25.7
1968	282	1,898	243	2,141	60	2,201	10	12	2,130	10.8	25.6
1969	356	1,945	237	2,182	49	2,231	12	13	2,154	10.8	26.0
1970	422	1,975	255	2,230	52	2,282	13	2	2,223	11.0	28.9
1971	481	1,999	291	2,290	46	2,336	13	1	2,264	11.1	30.8
1972	542	2,060	301	2,361	57	2,418	13	1	2,335	11.3	31.3
1973 1/	622	2,099	258	2,357	69	2,426	13	4	2,348	11.3	34.0
1974					61						

1/Preliminary.

Table 20.--Margarine: Production, fats and oils used in manufacture, and domestic consumption, 1950-73

Calendar year	Margarine production (actual weight)	Fats and oils consumed in margarine manufacture: Total	Edible vegetable oils (% of total): Soybean	Edible vegetable oils (% of total): Cottonseed	Edible vegetable oils (% of total): Corn	Edible vegetable oils (% of total): Safflower	Edible vegetable oils (% of total): Total 1/	Animal fats (% of total): Lard	Animal fats (% of total): Beef fats	Animal fats (% of total): Total	Margarine domestic consumption (civilian): Total (actual weight)	Per capita: Actual weight	Per capita: Fat content
	Mil. lb.	Mil. lb.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Mil. lb.	Lb.	Lb.
1950	937	764	40.8	54.7	0.1	---	98.3	0.5	1.2	1.7	918	6.1	4.9
1951	1,041	851	56.2	39.2	1.9	---	98.8	.5	.8	1.2	906	6.6	5.3
1952	1,286	1,046	62.3	33.8	2/	---	98.8	.5	.8	1.2	1,219	7.9	6.4
1953	1,292	1,049	69.2	26.2	.1	---	98.0	.8	1.2	2.0	1,256	8.1	6.5
1954	1,364	1,106	60.1	35.9	2/	---	98.5	.6	.9	1.5	1,346	8.5	6.9
1955	1,334	1,075	69.4	25.9	2/	---	98.0	1.2	.8	2.0	1,323	8.2	6.6
1956	1,370	1,111	65.9	25.5	.1	---	96.7	2.8	.5	3.3	1,354	8.2	6.6
1957	1,463	1,182	73.9	20.1	2/	---	97.0	2.2	.8	3.0	1,446	8.6	6.9
1958	1,573	1,269	84.3	11.4	.1	---	98.1	1.3	.6	1.9	1,549	9.0	7.3
1959	1,611	1,291	84.7	9.6	1.5	---	96.7	2.8	.6	3.3	1,604	9.2	7.4
1960	1,695	1,367	80.8	9.9	4.0	---	95.5	4.1	.4	4.5	1,676	9.4	7.6
1961	1,724	1,386	76.6	10.0	6.4	---	94.3	5.2	.4	5.7	1,708	9.4	7.6
1962	1,726	1,394	75.9	7.6	7.1	.4	94.3	5.0	.7	5.7	1,709	9.3	7.5
1963	1,794	1,451	72.3	7.2	9.4	1.5	93.4	5.8	.8	6.6	1,785	9.6	7.7
1964	1,857	1,500	75.9	6.7	10.0	.8	94.9	4.3	.9	5.1	1,835	9.7	7.8
1965	1,904	1,535	72.4	7.4	10.5	.7	92.5	6.5	.9	7.5	1,891	9.9	8.0
1966	2,110	1,710	75.7	6.2	9.2	2.7	94.9	4.8	.3	5.1	2,038	10.5	8.5
1967	2,114	1,703	73.3	4.6	10.3	2.5	92.1	7.3	.6	7.9	2,046	10.5	8.4
1968	2,141	1,720	72.1	4.1	10.4	2.4	90.2	8.9	.9	9.8	2,130	10.8	8.7
1969	2,182	1,744	76.4	4.3	9.9	2.5	94.3	5.0	.7	5.7	2,154	10.8	8.6
1970	2,230	1,794	78.6	3.8	10.3	1.2	94.5	5.0	.5	5.5	2,223	11.0	8.9
1971	2,290	1,831	75.6	3.4	10.2	1.0	90.8	8.7	.5	9.2	2,264	11.1	8.9
1972	2,361	1,883	77.5	3.5	10.3	1.1	92.7	6.8	.5	7.3	2,335	11.3	9.0
1973 3/	2,357	1,888	78.9	3.3	11.3	1.7	95.4	3.8	.8	4.6	2,348	11.3	9.0
1974													

1/Includes small quantities of peanut oil, coconut oil, and vegetable stearine that are not shown separately.

2/Less than .05 percent.

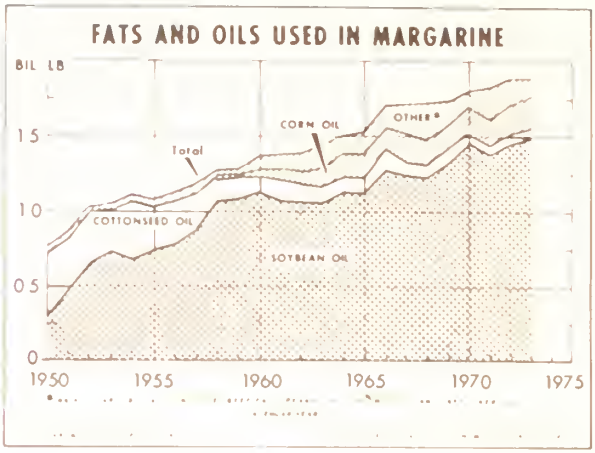
3/Preliminary.

consumption last year was more than double butter's 5 pounds. Twenty years ago butter usage was nearly twice as much as margarine.

Increased production and consumption of margarine were made possible by the sharp growth in domestic output of edible vegetable oils—mainly soybean oil. A most significant development has been the sharp expansion in the use of corn and safflower oils as a margarine ingredient, along with increased production of "soft" margarines (tables 19 and 20).

1974 Outlook

U.S. consumption of food fats and oils in calendar 1974 is projected to rise to about 12 billion pounds or some 5% above last year. Use of butter and lard will continue to trend downward while edible oil's share of the market will be boosted. Soybean oil will extend its lead as the major edible oil—possibly to 57% of the food fat market. Imports of coconut and palm oils for use in food products probably will decline, as they will be less competitive due to short world supplies, high prices, and increased shipping costs.



The per capita use of food fats is projected at 54 pounds—about a half a pound greater than in 1973—with the gain largely in salad and cooking oils. With the slowdown in economic activity, increased unemployment, and continued high prices for fats and oils, many consumers will make more efficient use of their food fat products.

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